K-Love plays inspirational and uplifting music and encourages my heart as I go about my daily routine in this community. I also know that it has this same effect to many, many others in this community and just puts a clear perspective back into focus when the demands of daily living at times seem overwhelming. This service by K-Love is in the public's interest because without K-Love, many have no other means by which to receive uplifting and encouragement and we would see that evidenced by the attitudes and behavior of the listening public.